

Message Text

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SUBJECT: CALL ON AMBASSADOR BY MS. NETTIE DICKERSON
AND MR. MAX GERGEL TO DISCUSS POSSIBLE U.S.-
JAMAICA BARTER

1. ON WEDNESDAY, 23 AUGUST 1978, MS. NETTIE DICKERSON AND MR. MAX GERGEL, COLOMBIA, S.C., CALLED ON THE AMBASSADOR AND DISCUSSED THE POSSIBILITY OF BARTERING U.S. AGRICULTURAL PRODUCTS FOR JAMAICAN AGRICULTURAL PRODUCTS. USAID/JAMAICA ASSISTANT RURAL DEVELOPMENT OFFICER KENNETH ELLIS WAS PRESENT.

2. THE CONVERSATION CENTERED AROUND TWO BASIC QUESTIONS: (A) WHETHER THE IDEA OF BARTERING HAS SUFFICIENT MERIT TO BE PURSUED; AND (B) WHAT PRODUCTS MIGHT BE AVAILABLE IN SUFFICIENT QUANTITIES FOR BARTER.

3. MS. DICKERSON AND MR. GERGEL ARRIVED IN JAMAICA WITH THE IDEA OF TRYING A BARTER OF SOYBEAN OIL FOR FRESH PINEAPPLES. THEY LEARNED, HOWEVER, THAT JAMAICA DOES NOT HAVE SUFFICIENT PRODUCTION OF PINEAPPLE TO BARTER.

4. ONE OF THE MAJOR CONSTRAINTS TO A RAPID IMPLEMENTATION OF THE BARTER CONCEPT IS THAT AT PRESENT JAMAICA DOES NOT PRODUCE IN EXPORTABLE QUANTITIES ANY AGRICULTURAL PRODUCTS
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THAT WOULD FIND A READY MARKET IN THE U.S.

5. SEVERAL IDEAS WERE EXCHANGED ABOUT INITIATING OR REVITALIZING SELECTED AGROINDUSTRIAL PROJECTS WITHIN JAMAICA THAT WOULD GENERATE PRODUCTS ACCEPTABLE TO THE U.S. MARKET. AMONG THOSE DISCUSSED WERE: (A) REVITALIZING THE LOGWOOD INDUSTRY TO PRODUCE HEMATOXILIN; (B) PROCESSING ORTANIKUES (CITRUS

CROSS BETWEEN ORANGE AND TANGERINE) FOR JUICE; (C) PROCESSING
SELECTED VARIETIES OF MANGO IN SLICES AND HALVES SIMILAR
TO CANNED PEACHES; AND (D) PRODUCING CERTAIN SPECIES OF CUT
FLOWERS AND/OR EXOTIC PLANTS FOR SALE IN THE U.S.

6. IN EACH CASE SOME OF THE IMPLEMENTATION PROBLEMS WERE
DISCUSSED. MS. DICKERSON INDICATED THAT SECRETARY OF AGRICULTURE
ROBERT BERGLAND MAY VISIT JAMAICA SOCIALLY SOMETIME IN THE
FUTURE. SHE SAID SHE WOULD KEEP THE POST INFORMED OF THAT
POSSIBILITY.

8. MS. DICKERSON EXPRESSED THE THOUGHT THAT IF SHE AND
MR. GERGEL INVESTED IN AN AGROINDUSTRIAL PROJECT, USAID SHOULD
CONSIDER FUNDING A PROJECT TO HELP INCREASE PRODUCTION OF
THE AGRICULTURAL RAW PRODUCTS INVOLVED.

10. USAID INVOLVEMENT IN VARIOUS PROJECTS TO INCREASE
PRODUCTION AND UPGRADE AGRICULTURAL PLANNING AND MARKETING
WAS DISCUSSED.
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